THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE (*SHRI P. R. DAS MUNSHI*): (a) to (c) M/s. Coca Cola South Asia Holdings Inc. USA have applied for approval to establish a unit in the Noida Export Processing Zone for the manufacture of proprietory compound preparations and extracts to be used in the production of non-alcoholic beverages. The technology involved relates to the production of a proprietory product. The operations of the unit are proposed to conform to the regime of Export Processing Zones and the transfer of the technology to the country does not arise. The application is under the consideration of the Board. Foreign brand names are generally not permitted for the sale of product in the Domestic Tariff Area.

Entry of Coca-Cola in Indian market

1120. SHRIMATI RENUKA CHOWDHURY:

SHRI SUBAS MOHANTY:

SHRI N. E. BALARAM:

SHRI GURUDAS DAS GUPTA:

SHRI T. R. BALU:

SHRI PRITHIBI MAJHI:

SHRI SUKOMAL SEN:

SHRI P. K. KUNJACHEN:

SHRI DIPEN GHOSH:

SHRI RAMNARAYAN GOSWAMI:

Will the Minister of COMMERCE be pleased to state:

(a) whether it is a fact that Coca-Cola company is likely to enter into the Indian market and for this purpose, has submitted a proposal to the Central Government to set up a soft drink concentrate plant at NOIDA Export Processing Zones;

(b) whether Government propose to allow the Coca-Cola Company to enter into the Indian market; and

(c) if so, what are the details of the proposal submitted by the Company and what action has been taken thereon as yet by Government?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE (SHRI P. R. DAS MUNSHI): (a) to (c) M/s. Coca Cola South Asia Holdings Inc., USA have applied for approval to establish a unit in the Noida Export Processing Zones for the manufacture of proprietory compund preparations and extracts to be used in the production of concentrates for non-alcoholic beverages. The scheme of production proposed by the company is in accordance with the regime of Export Processing Zones.

The Project proposal involves an investment of about Rs. 3.5 crores to generate exports over a five year period of about Rs. 25 crores of concentrates with a net foreign exchange realisation of Rs. 17 crores and a value addition of about 66%. The entire investment will be foreign owned. The application is under the consideration of the Board.

Writing off of loans given to farmers

1121. SHRI M. S. GURUPADASWAMY: Will the Minister of FINANCE be pleased to state:

(a) whether Government are aware of the reported writing off of over Rs. 200 crores towards loans extended to the farmers by the Maharashtra Government;

(b) whether there is any proposal under consideration of the Reserve Bank of India to extend any relief to the borrowers to meet the increasingly unfavourable climate in repayment of loans;